



# WORKSHOP AGENDA

**APRIL 23, 2009 – CHALLENGER LEARNING CENTER  
TALLAHASSEE**

## HOW TO CREATE A SUSTAINABILITY PLAN: METHODS AND TOOLS

- 7:30 AM**      **Breakfast Briefing with Tim Center – Sponsors and guests (invitation only)**
- 8:30 AM      Registration
- 9:00 AM      Welcome and introductions
- Agenda overview and outcomes for the two days
  - Introductions of the participants
  - Sustainability plans and assessments
    - What's the difference?
    - When do you need each?
- 10:00 AM      Overview of sustainability planning process
- Key steps and components of a sustainability plan
  - Fast-track process for first-timers
  - Variations for more sophisticated organizations
- Overview of SPaRK and how it relates to that process
- 10:15 AM      Refining your business case
- Case examples and pointers. Why 'it's the right thing to do' is inadequate
  - Three timeframes
  - Demonstration of Threats and Opportunities exercise as a tool to prepare organi to challenge their own business model
- 11:00 AM      Business Simulation and SPaRK
- Develop preliminary business case for your assigned organization using one of the Biz Case forms in SPaRK
- Noon              Lunch
- 1:00 PM      Impacts assessments
- Overview of the process, their power and scalability
  - A sustainability framework and model for understanding them
- Business Simulation (cont'd): SPaRK Impacts Assessment form
- 1:30 PM      Vision, Metrics and Project Plan
- Relationship to framework(s)
  - BHAGs vs 'realistic' goals
  - Review Major Metrics tab and Progress Chart
  - Backcasting and the project plan
  - Project criteria and plate spinning
- Business Simulation (cont'd): SPaRK Sust Plan tab – define metrics
- 2:30 PM      Break
- 2:45 PM      Sustainability reporting
- Explanation of GRI and when it's appropriate and not
  - Review of the other metrics worksheets in SPaRK
  - Discussion: Do's and don'ts in sustainability reporting
  - Corporate Register as a resource
- Business Simulation (cont'd): Mock up sustainability report
- 3:30 PM      Systems and Structures
- Sustainability management system—demystified
  - Structures: Common roles and advice for launching teams
  - Communication and training plans
- 4:15 PM      Wrapping up
- Remaining questions
  - Rights to the use of SPaRK
- 4: 30 PM      Adjourn